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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBA3055

**Course Name**: Introduction to Digital Marketing

**Program & Sem**: BBA & II

**Date**: / August / 2024

**Time**: 9.30am to 12.30pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Define digital marketing (C.O.No.1) [Remember]

2. Explain the difference between digitization and digitalization. (C.O.No.1) [Understand]

3. List the key features of a digital business model. (C.O.No.2) [Remember]

4. Describe the 7S strategic framework. (C.O.No.3) [Understand]

5. What is the AIDA model in digital marketing? (C.O.No.3) [Remember]

6. Identify the steps in developing a strategic digital marketing plan. (C.O.No.4) [Understand]

7. Explain the concept of behavioral targeting in online marketing. (C.O.No.5) [Understand]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Describe the challenges faced in digital marketing. (C.O.No.1) [Understand]

9. Explain the importance of understanding customer psychographic profiles in digital marketing. (C.O.No.1) [Apply]

10. Discuss the implications of digitization on online marketing mix decisions. (C.O.No.2) [Analyze]

12. Explain the process and methodology of Search Engine Optimization (SEO). (C.O.No.2) [Apply]

13. Compare and contrast White hat, Black hat, and Grey hat SEO techniques. (C.O.No.3) [Apply]

14. Discuss the steps to create and manage an email marketing campaign. (C.O.No.4) [Analyze]

15. Explain the role of Google Analytics in monitoring website traffic and reducing bounce rate. (C.O.No.5) [Apply]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Critically assess the effectiveness of social media platforms in digital marketing strategies. (C.O.No.3) [Evaluate]

16. Evaluate the recent developments in digital marketing post-Gamification. (C.O.No.4) [Create]

17. A new e-commerce company wants to enhance its online presence and drive more traffic to its website. Develop a comprehensive digital marketing plan covering SEO, SEM, social media marketing, and Google Analytics. Discuss the key strategies, tools, and metrics that should be employed to achieve their goals. (C.O.No.5) [Create]